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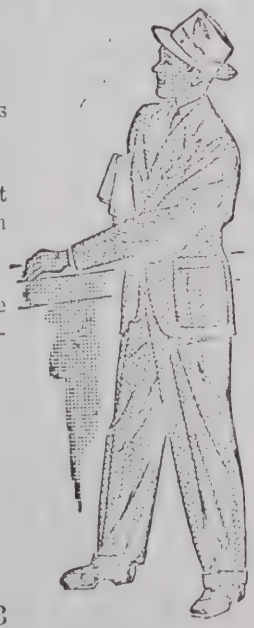

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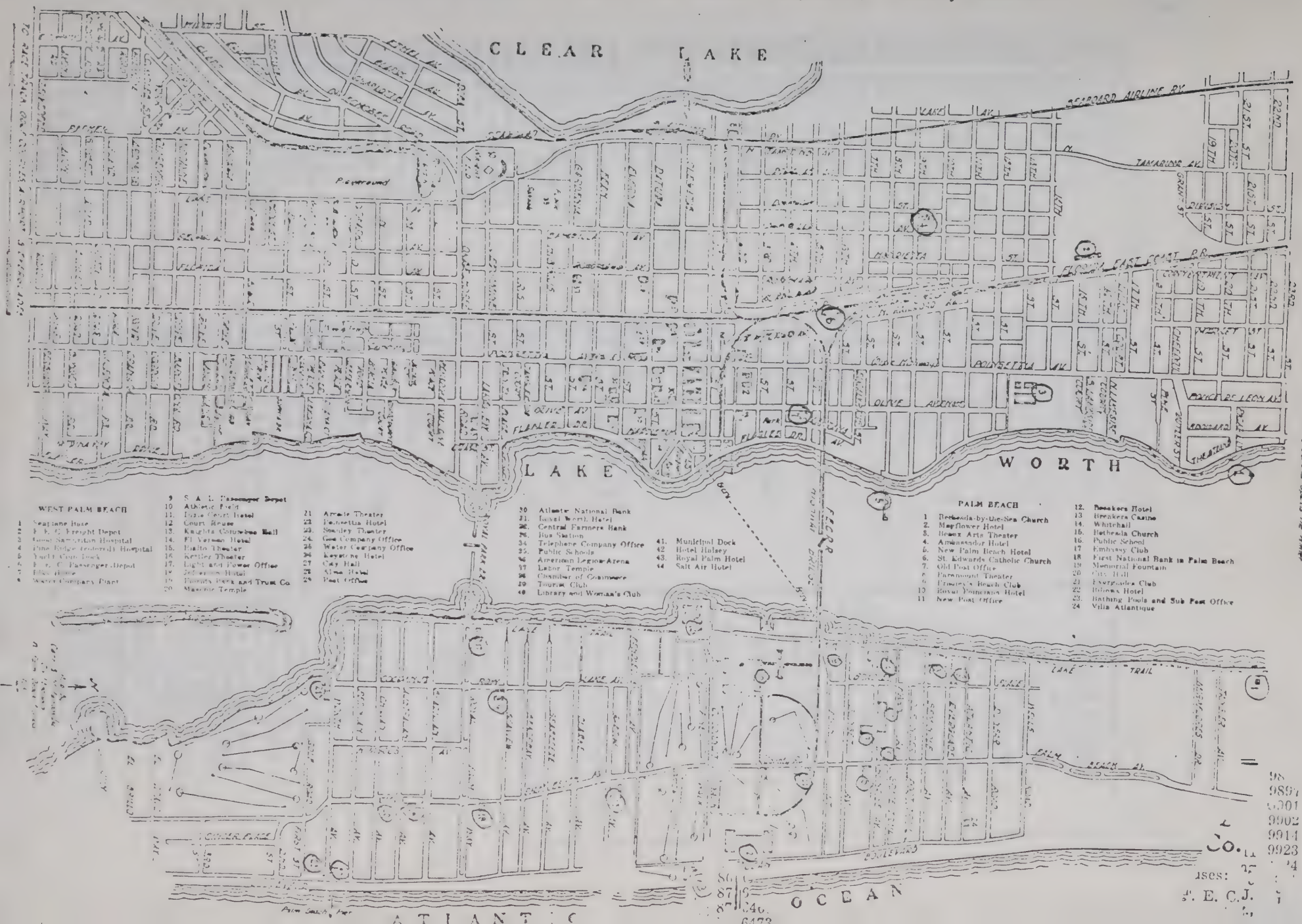

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9682 Johnson O W
9701 Chase Irving H
9706 Hayes T F
9708 Arnold W H
9713 Watts Cement Pottery
9718 Mrs Henry M Tilford
9722 Spilman Baldwin D
9731 Kaufman L G
9734 Mallory Tom D
9739 Oscar Liese
9742 Rich Paul J
9748 Rybovich John boats
9768 Schmidt Emile L
9773 Lauten H G
9780 Mary G Glidden
9781 Furst Harry R
9800 Kendall Messmore
9805 Hull's Fruit
9807 John H Dayton
9808 Love Spencer J
9812 Brighton The
9817 McVay Beauty Shoppe
9818 Chas Giller
9828 Edward Ehinger
9828 Ehinger Marga Mrs C S
9836 Hidden Chas P
9843 Dickoff Joseph
9845 A H Marks
9856 Rumsey A E
9872 Howland Spencer
9873 Cullen Dorsey Co[illegible] Mrs
9883 Dr E C Turner
9891 Phillips Geo W
9896 [illegible]ner Irving
9897 S[illegible]herland Geo E
9901 [illegible]udden Paul P
9902 Livingston A C Mrs
9914 Warner C G
9923 Jax Paint & Hdw Co
[illegible]4 Auto License Bureau
[illegible] Mrs Olliebelle H Cole
[illegible] Birdsall John H
[illegible]aksmith Mrs Vincent
[illegible]ld Thorold
[illegible] [illegible]more H B
[illegible] Griffin Berlin
[illegible]4 Macomber Frank G
[illegible]5 Fisher C W Mrs
[illegible]7 Holden Milton W
[illegible] Ford L Bartholomew
[illegible] Delanda Jose

PALM BEACH BUSINESS BLUE BOOK DIRECTORY

A LIST OF ACCREDITED MERCHANTS

The business and professional firms listed here are recommended to the winter visitor as being of unquestioned business integrity. Purchasers are guaranteed reliable merchandise and good service at fair prices.

ACCOUNTANTS

Himes & Himes, certified public accountants, income tax service. 413-415 Harvey Bldg., West Palm Beach. Phone 4439.

ACIDOLPHILUS MILK

Drink Acidolphilus Milk. Alfar Creamery Co., 456 Flamingo Drive. Phone 7175.

AIR TRANSPORTATION

Palm Beach Travel Service, office in the Cartier Bldg., 415 Hibiscus Ave., off Worth Ave. Oldest year-around travel bureau in the Palm Beaches. Reservations made, tickets issued and delivered to your home or hotel at main office rates. Pan-American Airways, Eastern Air Lines and connecting lines. Phone 5181.

ANNUITIES

Provide guaranteed income for life, by this eighty Year Old Institution, the Equitable Life Assurance Society of the U. S. Vincent Oaksmith, special agent, 207 Guaranty Bldg. Phone 8474.

AUTO BODY, TOP WORK

Palm Beach Body Co., 610 Clematis St., phone 6601. Tops, seat covers, upholstering, wood work, fenders and bodies repaired; courtesy, economy, service.

AUTO PAINTING

R. L. Boozer, Duco and DeLuxe finishing auto painting, striping and color matching. Boozer's Painting Service, 315 Fifth Street. Ph. 5737.

AUTO REPAIRS

Tucker's Marine Service, 309 First St., phone 4988. Auto an' Marine engine repairs, overhauli' and welding. We carry parts a accessories. Expert mechanics reasonable prices.

AWNINGS

Joseph H. McKain, Lido Po Building; Phone 4908, Awnings Venetian Blinds. All kinds of c vas work. Umbrellas, windshie cushions, back rests, chairs mattresses for beach use.

BAKERY

Rogers Bakeries, Inc. Wholesale Phone 8535 and Retail Phone 5460. 417-419 Okeechobee Road, West Palm Beach.

BAR & GRILL

Avenue Grill, 126 N. County Road, Palm Beach. Phone 6701. Good food and delicious cocktails at all hours. Dutch room available for private parties. Popular prices. No Couvert No minimum.

Post Office Soda Bar & Grill. Opposite Post Office on County Road. Phone 9277. Finest wines and liquors. Good food, delicious cocktails. Dine and dance under pleasant surroundings.

BATHING

Lido Pools, Inc., South Ocean Boulevard at Worth Ave. Phone 5482. Three swimming pools and solariums, regulation hand ball court, swimming instruction. Massage and cabinet baths, men and women. Mr. and Mrs. William Sahr, fifteen years in Palm Beach. Private or class instruction in swimming and diving by David Gardella and assistants. Reducing body building and boxing—supervised athletics for boys and girls by William A. Kohler and Phil Rowe. The Beach Shop for suits caps, shoes, slacks, shorts, beach wear.

BATTERY IGNITION

Florida Battery Service. Distributors for Prest-O-Lite Batteries. Starter, generator and motor tuneup. Free battery service on all makes. Road service. 224 Lakeview A... Phone 6030.

228 Park SERVICE
attery Service. Wil-
rs for Palm Beach
lete electrical serv-
.

Expert

Plucking IOP

Groomin permanent waving
ting. McVay Beauty
Sh nediate service. 210 S.
st Palm Beach. Phone

BICYCLE RENTAL

Busy Bee Bicycle Rentals, 249 Royal Poinciana Way. Phone 9146. New Schwinn light weight bicycles, English style for rent by the hour, week, month or season. We cater to bicycle parties. Repairs made on all bikes.

BICYCLES

Jackson Brothers, 600 Clematis St., at Rosemary. Phone 9325. Bicycles rented by day, week, month or season. Prompt repairs made. Agency for Iver Johnson bicycles and wheel goods. Tennis racquets restrung. Keys made and duplicated.

BOAT BUILDERS

John Rybovich & Sons, specializing in outriggers, pulpits and top side controls. The latest fishing equipment. Phone 9748, 4200 N. Poinsettia Boulevard, West Palm Beach.

BONDS

Carlberg & Cook, Inc., phones 4194 and 4195, First National Bank Building, Palm Beach. We specialize in Florida Municipal bonds.

BOOKS

Fiction, non-fiction, children's books, picture framing, enlarging, office supplies of all kinds, typewriters, kodaks, gifts, greeting cards. Halsey & Griffith, Inc. Telephone 6173, 313-317 Datura St.

BOXING

American Legion Arena, Clematis St. at F. E. C. Railroad, West Palm Beach. Every Friday night, 8:45 rain or shine. General admission $1.00; reserved seats $2.00 and $3.00; box seats $5.00. Tickets at the arena, phone 8350, or Travel Bureau, First National Bank in Palm Beach, phone 3619. Reserve your box by the season.

BUTTER

Salt and unsalted butter; also buttermilk. Alfar Creamery Co., 456 Flamingo Drive. Phone 7175.

BUILDERS CONTRACTORS

Karl Riddle and Associates Engineer & Building Contractor, 238 Phipps Plaza, Phone 5919.

Clifton D. Coleman, building contractor; Residential, Commercial Seawalls, etc. Bring us your building problems. Guaranty Bldg. Phone 9600.

J. R. Wakeman, building contractor. 439 Brazilian Ave., Palm Beach Phone 8764.

Ed Boone, building and contractor. Alterations, repairs or new construction. Phone 5941. 4500 Garden Ave., West Palm Beach.

Smith & Yetter, Inc., 336 Worth Avenue, Palm Beach. Building contractors. Phone 3656.

Chalker & Lund Co., General contractors. 320-321 Comeau Bldg. Phone 5514, West Palm Beach.

E. B. Walton, Inc., 336 Royal Palm Way; phone 4560. Building construction. Estimates furnished.

CAKES

Palm Beach Cake Shop. Our 29th year. M. E. Roach, 119 Bradley Place, Palm Beach. Phone 7602. Formerly sold at Hotel Poinciana Coconut Grove.

CAFE DISTINCTIVE

The Patio, County Road at Sunset, phone 7700, this year more than ever is the smart Palm Beach choice for luncheon, dinner and supper. Music and entertainment by Herbert Hagenor and his orchestra. Sam Salvin management. The Colony Club, Bradley Place at Seminole Ave., phone 8200. Dine and dance at Palm Beach's smartest rendezvous to the sensational dance music of Paul Sabin and his orchestra. Open daily for dinner and supper. De luxe served night $2.00 up. Sam Salvin management.

CATERING

El Grace; phone 9367. 436 Royal Palm Way. Tea and cocktail parties arranged for either in your own home or in our lovely restaurant. We take care of every detail; luncheon, tea and dinner served daily in the most pleasant surroundings of our patio.

CHICKEN DINNERS

Baldy's Grill, phone Lake Worth 4147, Hypoluxo, Fla., eleven miles from Palm Beach on S. Dixie Highway.

Chicken, Steaks, Frogs Legs and Spaghetti Dinners. Beer and wine.

CHILI

The original Sam's Chili Fish, Steaks, Sandwiches, Lunches. 220 South Dixie, West Palm Beach.

CLEANERS

Underwood Superior Cleaners, Inc., Kraftsmen in Keeping Things New, 500 Datura St. Phone 5153. Members the Florida Dry Cleaners Institute and the National Association of Dyers and Cleaners. We give "Certified" dry cleaning your guarantee of the finest work. See Adv. Page 28

CREAMERIES

Cottage cheese, ice cream and all dairy products. Alfar Creamery Co. 456 Flamingo Drive. Ph. 7175.

DAIRY PRODUCTS

Alfar Creamery Co., 456 Flamingo Drive, Phone 7175. Certified pasteurized milk, sweet cream, buttermilk, cottage cheese, salt and unsalted butter; fresh Florida eggs.

DANCING

Dancing every Wednesday and Saturday from 10 p. m. until 2 a. m., at the Lake Worth Casino. Music by Lou Pulcrona and his Vikings. Twelve men and all finished dance musicians. Admission each person forty cents. No minimum charge and only a cover charge at Holiday dances. J. H. (Joe) Elliott, Manager.

Dressmaking & Corset Shop

Models for all types of figures. Custom made garments, brassiers, surgical supports.

Dressmaking of all kinds. Tailoring and hemstitching. Graduate dressmaker. Mrs. V. Amole, telephone 9626. Registered corsetiere, Mrs. D. D. Hill, telephone 7544. Shops 212 South Dixie, second block from Clematis.

DRIVE YOURSELF

Phone 9413. 253 Sunrise Ave., Palm Beach. New rental car drive yourself service. New models, all makes of standard cars. Oldest established drive yourself service in Palm Beach County. Phone 9413.

ELECTRIC CONTRACTOR

Phone day or n[illegible] 6592. [illegible] hen you have electric[illegible] Phone 5624, 71[illegible] pliance repairs. [illegible]oing and heating refrigerators, oil [illegible]ates furnished [illegible] repairs of every [illegible]Plumbing Co[illegible] J. McGinnis, 10-11 [illegible]Repair work [illegible]ldg., S. Ocean Boulev[illegible]ingo Drive.

Price Electric [illegible] contractors and se[illegible] [illegible]aremore Drive. Phon[illegible] Inc., P[illegible]

Weber Electric C[illegible]ruction repairs, Maintenance [illegible]atures. Ph. 3737-8. No. 11-13 [illegible] 1-2 [illegible]s Ave., Palm Beach.

Arthur Hamilton, Jr., 629 Flamingo Drive, West Palm Beach. Phone 6044. Electrical contractor, decorations and party work.

ELEC. REFRIGERATION

Faber & Roll, Inc., Phone 4748. 202 Datura St., West Palm Beach. Complete General Electric kitchens; refrigerators, ranges, water heaters, dishwashers, garbage disposal.

EMPLOYMENT

Palm Beach Employment Agency, Mrs. J. J. Powell, Mgr., 203 Worth Ave. Phone 8509.

Reimer Intelligence Bureau specializing in highly trained and competent help. 204 Royal Palm Way, Palm Beach. Phone 8044.

EXTERMINATING AND JANITOR SERVICE

General exterminating service. Termite control. A complete line of hotel and janitor supplies. Palm Beach Exterminating Co. 434 Datura St. Former Post office Bldg. Phone 8695.

EXTERMINATORS

Clements' Chemical Pest Service; phone 6078. Eight years' experience in handling the insect problems of South Florida. Ant and Roach control a speciality. Well experienced in controlling rats, fleas, and other household pests. Equipped to handle all types of outside spraying, trees, shrubs, vines, lawns, etc. Expert tree surgeons. Call us for any of your insect problems.

EYE SIGHT SPECIALISTS

Dr. Wm. E. Moore, Jr.,—Moore Inc., 118 S. Olive, Guaranty Bldg. Phone 7815. Res. phone 6010.

FISHING

Phone 7543. Let's go Fshing. Let us make your charter boat reservations. Rates $12.00 to $50.00. Parties arranged daily. Rates $2.50 to $8.75 per person. Plan a trip to the Islands. Inquiries solicited. Colwells Sportfising Agency. Phone

Deep Sea Fishing, $1.50 per person, Cruiser "Snoozy," Capt. James Jorgensen; "Lillian II" Capt. K. L. Howell. Leave 58th St. dock, West Palm Beach every day at 2 p. m. and Sunday at 8 a. m. and 2 p. m. Bait and tackle supplied. For appointments Phone 5821.

Sports fishing on the new twin-screw cabin cruiser "Miss Brielle". Capt. Charles Keyler, City Dock, West Palm Beach. Phone 9391.

FLORISTS

Arcade Flower Shop, 9 Everglades Arcade, Dial 6500. Orchids, Gardenias. All plants and cut flowers in season.

Seekins Flower Shop, 323 Worth Ave., Phone 5727. A beautiful shop completely stocked with everything in season at reasonable prices.

FRUIT SHIPPERS Hull's

Shippers of fancy fruits. Visit our packing plant and jelly kitchen, north Dixie and 12th St. Phone 5030. Downtown salesroom foot of Clematis, opposite the Florida theater. Phone 9805. Boxes shipped anywhere. We guarantee safe delivery.

Sonny Boys' Fruit Co., South Dixie at Belvedere Road, West Palm Beach. Phone 7878. Packers and shippers of fancy box orders—anywhere — delivery guaranteed. Headquarters for tree ripened Florida fruits, tropical jellies, marmalades, preserves and crystalized Florida fruits. Fresh coconut, pineapple, orange and grapefruit juices. 24-hour service. We deliver.

We specialize in Temple and King Oranges, Florida's Best. See us before you ship your friends. 16th season. C. S. Wise Fruit Co., 117 N. Narcissus, West Palm Beach

FRUIT SHOP

Fort & Son, 212 Sunrise Ave., Phone 5611, invites you to see the attractive boxes of marmalades and jellies and fancy boxes of Indian River fruits to be sent to the folks back home. Delivery guaranteed.

Lido Fruit Shop. Phone 9401. Ocean Blvd., at Worth Ave. Fruits, vegetables and groceries of all kinds; wholesale and retail; candied fruit, cocoanut lamps, novelties. Free local delivery. Packers and shippers of fancy fruit in fancy boxes. We guarantee delivery.

FULLER BRUSHES

For Fuller brushes Phone 6068. Geo. W. Parker, 1224 Okeechobee Road, West Palm Beach.

FURNITURE

Boettcher, Phone 4867. Period furniture reproduction. Paneling and cabinet works. Furniture repaired and refinished. 1016 Selkirk St., West Palm Beach.

Glass Furniture Co. Phone 5606. 4916 So. Dixie, West Palm Beach. Repairing, Upholstering, Refinishing. Custom made furniture. "Craftsmen In Our Line." L. E. Glass, Prop.

GIFT SHOP

Aiman's, opposite Flagler Park, 118 Myrtle Street, West Palm Beach. A large selection of unusual gifts. Jewelry, souvenirs, bags, aligator goods and novelties. Library.

GLASS & MIRRORS

Mirrors and glass of all kinds installed quickly and efficiently. An owner, managed business assures you the best possible service. Brotsky Glass & Mirror Co., M. B. Brotsky, Owner, 226 First Street, Phone 7555, West Palm Beach.

GOLF

Palm Beach Winter Club now open; eight miles north of Palm Beach on the Dixie Highway, just north of Kelsey City. Eighteen hole golf course with Craig Wood, professional in charge. Club house lockers and every modern convenience. Dining room and bar with a la carte service. Excellent cuisine; snack lunches. Only the finest wines and liquors served. For information phone Kelsey City 256.

GOLF CLUBS

Belvedere Country Club. The South's most beautiful sports center. Belvedere Road, West Palm Beach. Green fees 50 cents for eighteen holes; $1.00 daily; season $25.00; $15.00 for each additional member of the family. Club house phone 7327.

GROCERIES & MARKET

Aiello's Market. Phone 7634-7664. Groceries and meats, 336 S. County Road. The house of quality and service. Meats, poultry, game, fruits, groceries, vegetables. Opposite Memorial Fountain, Palm Beach. Lake Hopatcong, N. J.; Montclair, N. J.

J. H. Butterfield Company, meats and fancy groceries; fruits and vegetables; imported and domestic beverages. 416 South County Road. Phones 7186-7187.

Hy-Grade Market. Phone 9571. 1915 S. Poinsettia, West Palm Beach. Quality and Service always. A complete fresh stock of Western meats, groceries, fruits, vegetables. We deliver.

South Borough Market. Phones 6867-9386. 3700 South Poinsettia. We sell quality merchandise. A service store.

GUEST HOUSE

Twin Palms, Co[illegible] Gerhart Johnson, telephone 5965. An ideal home for [illegible]ts; suites; rooms [illegible]eals. Beautiful lo-

228 Park [illegible] rates, one block [illegible] surrounded with palm [illegible]alian Ave., Palm Beach[illegible]rt

HAR[illegible]nd Sl[illegible]lucking [illegible]ES

Lan[illegible] Groomi[illegible]vey, Inc., 338 Royal P[illegible], Palm Beach, telephone [illegible]ect and ordinary hardwar[illegible] cabinets, bath accessor[illegible] and [illegible] such specialties.

HOTELS

The Seaglade, on the Ocean Boulevard at Worth Ave., American plan; best accommodations at very reasonable prices. Phone 4196. W. G. Havill, lessee and manager.

Surfside Hotel, Hammon Avenue, Palm Beach. Air-conditioned, heat, running iice water. Palm Beaches' newest and most modern hotel. Phone 3631.

HUNTING-FISHING

Burt Pruitt, guide. Inland salt water and black bass fishing. Inland boat and canoe trips. All equipment furnished. Outboard motor sales and service. 418 Hermosa, West Palm Beach, Ph. 5926.

ICE CREAM

Alfar Creamery Co., 456 Flamingo Drive, Phone 7175. Ice cream and fancy moulds. French ice cream in all flavors. Special delivery service.

INSECTICIDES

John R. Wilson, Phone 4571. 1036 Francis St., West Palm Beach. Why bugs leave home—Wilson's O. K. Plant Spray. Spraying and insecticides. Coconut spraying a specialty. Millbradt Power Lawn Mowers, Fertilizers.

INSURANCE

King & Fischer, Inc., Insurance and Real Estate. Citizens Bldg., West Palm Beach. Phone 4208. 410 S. County Road, Palm Beach, Ph. 5488.

Wright & Seaton, Inc., 201-3 Guaranty Bldg. Phone 6103. Writing all forms of insurance. Agents for Hartford Fire Insurance Company and Travelers Insurance Company.

JEWELERS

Wm. H. Blythe, 120 Myrtle St., West Palm Beach, Florida theater Bldg., opposite city park. Watch and jewelry repairing. Watches, gifts, costume jewelry, leather goods. Phone 5458.

C. H. Paylor, watchmaker-jeweler, 106 S. Olive Ave. Graduate School of Horology. Passed the U. S. Bureau of Standards test, the Horological Institute of America examination; highest requirements in the United States. Watch inspector four years for A. C. L. and N & So. R. R. U. S. Naval Observatory Time direct from Arlington, through Western Union. Authorized dealer for Hamilton, Elgin, Illinois, Tavannes, LaSalle and Lussac watches. Seth Thomas and Chelsea clocks. This establishment constantly maintains allegiance to ideals of service, of retailing integrity, of fine quality at fair price.

1998964

Watches, jewelry, clocks. W. H. Ogle, watchmaker and jeweler for 40 years, is qualified and prepared to do any kind of watch, clock and jewelry repairing. 316 Clematis St., West Palm Beach. Phone 6265.

JEWELERS & LOANS

Complete line of diamonds, jewelry and luggage of the better grade. Bargains in unredeemed pledges, loans made. Rubin's, Inc., 217 Clematis. Phone 4307.

LAUNDRY

Model Laundry and Cleaning Company. Most modern laundry and dry cleaning plant in the county, a service for every home; residential hand work laundry our specialty; dry cleaning supervised by a graduate cleaner and dyer. 514 14th St., West Palm Beach. Phone 6818.

LUMBER

Logan-Moore & Shirk Lumber Co. Office and warehouse, South Dixie and F. E. C. Railway, one block below Belvedere Road, West Palm Beach. Phone 8161.

MASSAGE & SUN BATHING

Palm Beach Massage Studio and Solarium for Ladies and Gentlemen. Graduate Masseur and Masseuse. Large Solarium on roof providing the finest Sun Bathing in the County. 105 No. County Road; phone 3478.

MEN'S WEAR

Goldsmith Bros., sports clothes, hats and furnishings. 317 Clematis St. Phone 6959.

MILK

Alfar Creamery Co., 456 Flamingo Drive, Phone 7175. Sole distributors for Pennock's Certified Milk and all dairy products. Perfectly pasteurized milk. Sweet cream and buttermilk.

MOTION PICTURES

Motion picture entertainments both silent and sound a complete evenings entertainment in the home. Current features and short subjects. Also for schools, clubs, churches, and civic organizations. F. W. Clabburn & Company, Lido Pools Bldg. Phone 9494.

NURSERIES

Palms, ferns, shrubs, roses, etc. Berry's Nurseries, Belvedere Road. Phone 5803.

NEWS AGENCY

Phone 9103, Main Street News & Book Shop, 269 Royal Poinciana Way (formerly Main St.). Newspapers and magazines. Delivery service. Rental library.

OPTOMETRISTS AND OPTICIANS

Dr. Wm. E. Moore, Jr., 118 S. Olive, Guaranty Bldg. Telephone 7815. Residence phone 6010.

PAINT

Jax Paint and Hardware. Phone 9923. "On the Dixie," 2308 N. Poinsettia Ave., West Palm Beach. Distributors of Benjamin Moore & Co. Paint Products.

PAINTING CONTRACTOR

T. H. Cartledge, painting contractor. Phone 8854.

James Dalton, painting contractor, 222 Park Ave., Palm Beach. Phone 5322.

PHOTOGRAPHER

Turgeon, Paramount Theatre Bldg. Portrait, Aerial, Architectural photography. The most elaborately equipped photographic studio in the south. For appointments phone 7454. Open 8 a. m. until 10 p. m. You are cordially invited to make use of our lounge and writing room.

PLASTERING

Wm. Bartlett, 322 Kings Court, West Palm Beach, phone 7081. Plastering, stucco, chimneys, cement walks, driveways, steps, or walls. Twenty years' experience in the Palm Beaches. Work guaranteed. Estimates gladly furnished. Wm. Bartlett, phone 7081.

Geo. J. Stoneman, plastering contractor. Estimates furnished. Ph. 8680. 348 Plymouth Road, West Palm Beach.

PIANO TUNING

Piano tuning; a refinishing in the popular bone white; a yearly contract or a set of new strings; any or all may be had of Harry E. Sisson, who has a 12-year background of dependable Palm Beach service. Phone 5724.

Plumbing, Heating, Air-Conditioning

W. L. Hodeaux plumbing heating and air conditioning Company 436 Iris St., West Palm Beach. Ph. 5278. Plumbing, heating, air conditioning, swimming pool contractor.

PLUMBING & HEATING

J. W. Holz Co., contracting; dependable plumbing and heating-sprinkler system. 435 12th St. West Palm Beach. Phone 6592.

O. D. Burns, Phone 5624, 711 Jessamine. Plumbing and heating contractor; estimates furnished.

J. A. Walls, Plumbing Contractor and jobber. Repair work a specialty. 407 Flamingo Drive. Phone 6815.

H. W. Thorne, Inc., Plumbing, heating, sprinkler work; Electrol Oil Burner and Pure Water Filter representative. 1704 1-2 Georgia Ave. Phone 5025. If no answer Ph. 6065.

Paul E. Jones, plumbing contractor and repairing. One-trip plumber. 407 Third St. Phone 4063.

D. J. Morris, plumbing contractor. Estimates furnished. 727 Newark Street. Phone 4788.

If you are in need of a plumber be sure and call Victor Asenjo, plumbing and heating contractor. Repair work of all kinds. Phone 4333; 410 11th St., West Palm Beach.

E. C. Hilker, Inc., Phone 5812, 505 15th Street, West Palm Beach. Plumbing and heating supplies; swimming pool installations; Kleen Heet automatic oil burners.

POTTERY

Watts Cement Pottery, Phone 9713. J. H. Watts, Mgr. Manufacturers of light weight reinforced ornamental cement flower pots, window and porch boxes, bird baths and wood vine trellis. 969 Allendale Rd., West Palm Beach.

Property Management

Martha Watson. Experienced and courteous service in the management, opening and closing of homes. Best of recommendations. Phone 7163.

RADIO SERVICE

Wilf's Radio Service. Phone 9424, 617 North Dixie, sales service repairs. Motorola home and auto radio. We devote our entire time to radio service. We have the very best testing equipment. We use only parts specified by the manufacturer for your particular set. We call for and deliver. Phone 9424.

REAL ESTATE

H. D. Van Vranken with King and Fischer, Inc. 410 So. County Road. Phone 5488, Palm Beach. Residence Phone 8258. Real Estate, Rentals, Sales, Appraisals, Property Management, Mortgage Loans, Insurance. "Let us be of service to you."

King & Fischer, Inc. Insurance and Real Estate, Citizens Bldg. West Palm Beach. Phone 4208. 410 So. County Road, Palm Beach. Ph. 5488. Sales, Rentals, Property Management for West Palm Beach and Palm Beach.

Sorenson & Staples, 509 Guaranty Bldg., Phone 8410. Sales; rentals and mortgage loans.

Mrs. Van Rennselaer announces the opening of her office opposite the Everglades Club. We have every property available in Palm Beach. We will meet you at the train. Open the home for you install the servants, order the groceries and have your villa completely in order upon your arrival.

We can locate you anywhere in the United States. Van Rennselaer Realty, Inc., 355 Worth Ave. Ph. 6663. 26 East 55th St., New York City.

A. S. Andersen, Comeau Bldg., Phone 4144. Registered real estate broker, offers a complete real estate service for both West Palm Beach and Palm Beach. Sales, Rentals, Leases, Appraisals and Property Management. We solicit your listings; a courteous and efficient service always. Owner and developer of Hillcrest, a distinctive subdivision.

Coastal Realty Service, Inc., formerly Wagg, Inc., offices at No. 5 Palm Beach Hotel, Palm Beach, phone 6620. Lee Hughes, manager, and 216 South Olive Avenue, West Palm Beach, phone 4191, has for 25 years been serving the Palm Beaches, handling Real Estate in all its branches, including sales, rentals, property management, appraisals and mortgage loans. Branch office Fort Lauderdale, Florida.

Wagg, Inc., Realtors, 108 No. County Road. Phone 7163. Sales, Rentals, Leases, Appraisals, Property Management. Listings requested.

Lola Miller, sales, rentals, leases. A complete real estate service. Associated with Wm. Dietsch, broker. 177 Main St., phone 5625.

RESTAURANTS

Wert's. Fifteen years with the ocean across the street; meeting time is 2 a. m. Restaurant, Patio-Bar. Phone 9215.

"If its Better its Wert's."

Hedley's. "Over the Ocean". Palm Beach Pier invites you to spend a carefree winter in the sun over the ocean. Fishing, eating, delicious foods. Drinking good drinks. All departments completely equipped. Phone 9264.

Berkeley's Chocolate Soda Bar and Restaurant has enlarged and improved facilities for serving meals, lunches, soda fountain service and midnight lunches at the most reasonable prices in Palm Beach. Open all year. Sidewalk service beneath the palm trees. 206-208-210 Brazilian Ave., Palm Beach.

The original Sam's Chili, Fish, Steaks, Sandwiches, Lunches, 220 South Dixie. West Palm Beach.

The Pelican Club. Sunset to Sunrise. Palm Beach, phone 5420. Herb McCarthy of the Bowden Square, Southampton, N. Y. Featuring charcoal broiled steaks and chops. Music and entertainment by "The Four Freshman" the quartet you'll never forget.

RIDING CLUB

Belvedere Country Club, the South's Most Beautiful Sports Center; Belvedere Road, West Palm Beach. Saddle horses $1.75 per hour; ten hour ticket $15.00; monthly and season rate. Stables phone 7327.

ROOFING

Hawthorne Roofing Co., Johns Manville Approved Roofers; sheet metal; air conditioning. Phone us for free roof inspection. 803 South Dixie. Phone 4737.

RUG CLEANING

Model Laundry & Cleaning Co. Phone 6818, 514 14th St. W.P.B. Latest and best equipment in the South for cleaning and renovating rugs and draperies. Upholstery also cleaned.

Underwood Superior Cleaners, Inc., 500 Datura Street. Phone 5153. Oriental and Domestic Rug cleaning. Rug repairing, dyeing, resizing. See adv. Page 28.

SANITARIUMS

Prichard Battle Creek Treatments; colonic irrigations, cabinet baths, electrical treatments, reducing, correct posture. Upstairs Palmway Apartments, corner Royal Palm Way and S. County Road. Phone 4587.

SECRETARIAL SERVICE

Private secretarial service, business and social. Public stenographic service. Notary Public. At our office or your residence. Camille S. Sharpe, Paramount Theatre Building. Office telephone 7782; residence telephone 4937.

SEEDS

Grass and flower seeds, Fertilizer, bulbs. The Kilgore Seed Company, 912 Belvedere Road. Ph. 5321.

SERVICE STATION

P. B. Gulf Service opposite Memorial Fountain. 340 So. County Rd. Dial 9407. A complete car service.

Royal Park Garage, Palm Beach and Chilian avenues. Storage, accessories and complete service. Chauffeurs accommodations. G. B. Harkins, Manager. Phones 7079 and 9431.

SHOES

Venor & Son, 322 1st St. Phone 4932, West Palm Beach. Sandals made to order. Custom shoe work. Foot correction. Scientific shoe rebuilding shoe shining.

SPORTS RESULTS

Phone 7236, Risden's Bar, for complete sports results. Fine wines and liquors. 265 Royal Poinciana Way, Palm Beach.

TABLE WATER

Deep Rock Water Company, manufacturers and bottlers. Distilled and natural waters, Daily deliveries. Cases of six half gallons or five gallon bottles. 308 Flamingo Drive. Phone 5508.

TAILORS

Anderson & Anderson, 212 Royal Palm Way, Palm Beach. High-grade custom tailors for ladies and gentlemen. Remodelling and alterations.

Bill the Tailor, 113 So. Dixie, phone 5343. Try us for good clothes. We offer the newest woolens and lighter weight materials in attractive patterns. Correct style and a guaranteed fit at lower prices than you ever paid for such quality workmanship. Suits and sport trousers made to measure on short notice. Hand pressing and alterations a specialty. Phone 5343. Bill the Tailor.

TAXIDERMISTS

Located at the inlet; fishing information and free exhibit of fish native to the Palm Beach waters. Parke Marine Museum. Phone 4411.

TAXI SERVICE

Beach Taxi Company. Phone 5678. Day and night service Stand 112 Hammon Ave., Palm Beach.

TILE & TERRAZO

Rice, Inc. Tiles, 336 So. Palm Beach Ave., Palm Beach Tile, Terrazo, Marble and Bath room accessories. Phone 4509.

TRANSFER-STORAGE

Ship by Truck. Daniels & Son Transfer Co., Phone 8797. 501 Park St., West Palm Beach. No shipment too large or too small. Call us for estimates on full or part loads to any point. Agents for Great Southern Trucking Company; Overland package freight service.

Brandon Transfer & Storage Co., established 1919. Phone 4812, 905 N. Railroad Avenue. Local and long distance hauling, packing, shipping, moth proofing; storage warehouse; Agent for Allied Van Lines, Inc. The world's largest long distance movers.

TRAVEL BUREAU

First National Bank in Palm Beach, Travel Bureau, 257 So. County Road, Phone 3619. Steamship, Air, Rail, Bus tickets. Efficient service without cost or obligation. Europe, South America, West Indies, Around the World. Only travel bureau in Florida authorized as Railway Pullman agent. First National Bank in Palm Beach. Member of Federal Deposit Insurance Corporation. Capital funds over $1,100,000.00. Home-owned, home-controlled.

Palm Beach Travel Service, Miss A. M. Olsen, owner-manager. Office in the Cartier Bldg., 416 Hibiscus Ave., off Worth Ave. Oldest year-around travel bureau in the Palm Beaches. Established 1924. Authorized agents for Anchor Line, Arnold Bernstein Line, Canadian Pacific Steamships, Cunard White Star Limited, Donaldson Atlantic Line Limited, French Line, Furness Line, Hamberg-American, Holland American, Italian Line, North German Lloyd, Norwegian America, Red Star, Swedish American, United States Lines. Also Merchants & Miners, Munson, Savannah, United Fruit Lines, Eastern Air Line, Pan American Airways and all connecting lines. Tours and cruises by Thos. Cook & Son, American Express and Raymond-Whitcomb Tour Companies, to all parts of the world. Tickets delivered to your home or hotel at no extra charge. Main office rates phone 5181.

TYPEWRITERS

Palm Beach Typewriter Co., Inc 304-306 South Olive. Phone 5144 and 5145. We buy, rent, sell and repair all makes of office machinery. We represent Allen Adding Machines, Remington Adding Machines, Friden Calculating machines, Royal Typewriters, Diabold Safe & Lock Co., Shaw-Walker office equipment. We handle all makes of portable typewriters. Location just one block north of Post Office, West Palm Beach.

Office Equipment Service Co., not Inc., 324 So. Olive Ave. Phone 7900. Typewriter and Adding machine Repairs, Sales, Rentals, Office Supplies. Dealers for Royal Portable Remington adders and Globe, Wernicke office equipment. Exclusive dealer for "Philco" ribbons and carbon. Albert "Al" Hightower.

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The Irving Co., Phone 4251. Fruits, groceries, meats, vegetables; fine wines and liquors. County Road at Royal Palm Way, Palm Beach.

WOODWORK

Palm Beach Woodwork Company, 800 23rd Street, West Palm Beach, Phone 4384. Glass, ornamental plain and leaded sash doors, screens, cabinets, steel and wood; screen wire and screen grilles; overhead garage doors.

WRESTLING

American Legion Indoor Arena, Lake Worth, adjoins Palm Beach on the south. Every Monday night at 8:45. General admission 50c; reserved seats $1.00; box seats, $1.50. Tickets at the arena, Lake Worth, phone 141 for reservations.

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PALM BEACH STREET GUIDE

Algoma Road—From South Ocean Boulevard west to lake; 2nd north of Southern Boulevard.
Anglers Ave.—North Palm Beach, near Inlet.
Anondaga—Fifth south of Inlet.
Arabian Ave.—North Palm Beach, near Inlet.
Atlantic Avenue—West from North Ocean Boulevard to Lake Trail; 7th block north of Royal Poinciana Way.
Australian Avenue—West from South Ocean Boulevard to Lake; 2nd block south of Royal Palm Way.
Banyan Road—West from South Ocean Boulevard to Lake.
Barton Avenue—West from South Ocean Boulevard; 1st block south of hotel grounds.
Bethesda Way—From South Ocean Blvd. west; 2nd north of Barton Ave.
Bradley Place—North from Royal Poinciana Way to Atlantic Ave.; 1st east of Lake Trail.
Brazilian Avenue—West from South Ocean Blvd. to Lake; 1st south of Royal Palm Way.
Caribbean Ave.—North Palm Beach, near Inlet.
Ceiba Avenue—North from Royal Palm Way; 1st east of Lake Trail S.
Central Avenue—From 309 Barton Ave. South.
Center Street—From Eden Avenue north to Garden Avenue.
Central Road—From North Ocean Boulevard west to Slope Trail; 1st south of Country Club.
Chilian Avenue—West from S. Ocean Boulevard to Lake; 3rd south of Royal Palm Way.
Clarendon Avenue—West from S. Ocean Blvd. to Lake.
Clarke Avenue—West from S. Ocean Blvd. south of hotel grounds.
Cocoanut Row—South from Royal Palm Way to Worth Avenue; 1st east of Lake Drive.
Coconut Walk—From South Ocean Walk west to Lake Trail; 1st north of Pine Walk
County Road—North and south from 181 Royal Poinciana Way.
Country Club Road—From No. Ocean Boulevard west to Lake Trail; 1½ miles north of Royal Poinciana Way.
Dunbar Road—West from S. Ocean Blvd. to Lake; 8th north of Royal Poinciana Way.
Eden Avenue—From North Ocean Boulevard west to Lake Way; 2nd south of Orange Grove Road.
El Bravo Way—East from County Road to S. Ocean Boulevard; 4th south of Worth Avenue.
El Brillo Way—East from County Road to S. Ocean Boulevard; 5th south of Worth Avenue.
El Vedado Way—West from S. Ocean Blvd.; 7th south Worth Avenue.
Encanto Way—From North Ocean Boulevard west to north Lake Trail; 2nd north of Palm Way.
Everglades Ave.—West from Ocean Boulevard to Lake Trail; 6th north of Royal Palm Way.
First Avenue—West from S. Ocean Blvd.; 1st south of Worth Avenue.
Garden Avenue—From North Ocean Boulevard west to Lake Way; 1st south of Orange Grove Road.
Golfview Road—Same as above, west of County Road.
Grace Trail—West from N. Ocean Blvd. to County Road; 3rd north of north of Royal Poinciana Way.
Gulf Stream Road—West from Ocean Blvd.; 2nd south of Worth Ave.
Hammon Avenue—Same as First Avenue.
Hibiscus Avenue—South from Royal Palm Way; 2nd east of Lake Drive.
Hi-Mount—North Lake Trail south of Palm Beach Golf Course.
Jungle Road—West from South Ocean Blvd. to Lake.
Lake Drive—South from Royal Palm Way to Worth Ave. on Lake Front.
Lake Park Drive—West from Clarendon Ave. along the Lake Front.
Lake Trail N.—North from Royal Poinciana Way along Lake Front.
Lake Trail S.—South from hotel grounds to Royal Palm Way along Lake.
La Brisa—4th south of Clarendon Avenue.
Lake Court—From Caribbean Road north to Indian Road; 1st east of Lake Way.
La Primavera—North Palm Beach near Inlet.
La Puerta Way—North Palm Beach near Inlet.
Lake Way—From Eden Avenue north to Indian Road; 2nd west of North Ocean Boulevard.
Middle Road—South from Gulf Stream Rd., 1st west of S. Ocean Blvd.
Major Alley—North from 400 Peruvian Avenue.

Mir[illegible]rive—West from North County Road; 3rd north Wells Rd.
Mon[illegible]d—From North Ocean Boulevard west; 1st north of Orange [illegible]

Oc[illegible]l. N.—North from Sunset Avenue along ocean front.
Ocean Blvd. S.—South from Barton Avenue along ocean front.
Ocean Walk N.—From Breakers hotel north along the ocean front.
Ocean Walk S.—From Breakers hotel south along the ocean front.
Ocean Way—From El Plaza north; 1st west of North Ocean Boulevard.
Oleander Avenue—West from north County Road; 4th north Royal Poinciana Way.
Onondaga Avenue—From North Ocean Boulevard west to lake; 5th south of Inlet.
Orange Grove Road—North Palm Beach, near Inlet, ½ mile north of Palm Beach Country Club.
Palmoway—North Palm Beach near Inlet.
Park Avenue—West from North County Road to Lake Trail; 3rd north of Royal Poinciana Way.
Pendleton Avenue—West from South County Road; 3rd south hotel grds.
Peruvian Avenue—West from South Ocean Boulevard to Lake; 4th south of Royal Palm Way.
Phipps Plaza (or The Plaza)—West from South County Road between Seaview and Royal Palm Way.
Pelican Lane—From El Vedado Way south to Jungle Road; 1st west of South County Road.
Pine Walk—From Ocean Walk west to Lake Trail; 4th south of Royal Poinciana Way.
Plaza Circle—From South County Road west between Seaview and Royal Palm Way.
Queens Lane—North Palm Beach, near Inlet; 3rd north of Orange Grove Road.
Ridgeview Drive—From North Ocean Boulevard west to Himount Road; 2nd south of Country Club Road.
Root Trail—West from North Ocean Boulevard to County Road, 4th north of Royal Poinciana Way.
Royal Palm Way—West from South Ocean Boulevard to Lake.
Royal Poinciana Way—West from Ocean Walk to Lake Trail at new P. O. Bldg., the dividing line for streets running north and south.
Seabreeze Avenue—West from South Ocean Boulevard to Lake Trail; 3rd south of hotel grounds.
Seaspray Avenue—West from South Ocean Boulevard to Lake Trail; 4th south of hotel grounds.
Seaview Avenue—West from South Ocean Boulevard to Lake Trail; 5th south of hotel grounds.
Seminole Avenue—West from N. Ocean Blvd. to Lake Trail; 4th north of Royal Poinciana Way.
Singer Place—Middle Road.
Slope Road—From Ridgeview Drive north to Country Club Road; 1st west of North Ocean Boulevard.
Sunrise Avenue—West from North Ocean Blvd. to Bradley Place; 2nd north of Royal Poinciana Way.
Tangier Avenue—From North Ocean Boulevard west to North Lake Trail; 1 mile north of Royal Poinciana Way.
Sunset Ave.—From North Ocean Boulevard west to Lake Trail, one block north of Royal Poinciana Way.
Via Bellaria—West from S. Ocean Blvd.; 1st south of Clarendon Avenue.
Via Del Lago—West from S. Ocean Blvd.; 2nd south of Clarendon Ave.
Via Del Mar—West from S. Ocean Blvd.; 3rd south of Clarendon avenue.
Via Parigi—North from Worth Avenue; 1st east of Cocoanut Row.
Via Kaufer—North from 325 Worth Avenue.
Via Mizner—North from Worth Avenue; 2nd east of Cocoanut Row.
Via La Selva—From South Ocean Boulevard to Lake.
Via Marina—From South Ocean Boulevard to South County Road; 3 miles south of Worth Avenue.
Via Palma—From South Ocean Boulevard west to Lake; 3rd south of Clarendon.
Via Vizcaya—West from South County Road; 10th south of Worth Avenue.
Wells Road—West from S. Ocean Blvd. to Lake Trail; 8th N. of Royal Poinciana Way.
Woodbridge—5th south of Clarendon Avenue.
Worth Avenue—West from South Ocean Boulevard to Lake; 5th south of Royal Palm Way.

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